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FICTITIOUS VALUES

We are not acquainted with any special cases here in which a fictitious price has been fixed for property as a result of the war, but from our exchanges we learn that a lot of communities are suffering from such a condition. And, too, millions of dollars are going to be lost by people who've paid fancy prices for farming land in many sections of this country.

This came about through the purchase of land at \$200 and \$300 an acre when wheat was bringing \$2.20 or better and corn \$2. Today corn is around 50c a bushel and wheat is below \$2, and farmers predict it will not go back to the higher level. So the man who bought the high-priced land must lose money if he raises low-priced crops. That stands to reason. Some of them, of course, will be able to so farm their land as to get out from under, but in a majority of instances they will suffer a tremendous loss for the chances are the land cannot be disposed of at anything like the price the present owner paid for it.

For that reason, and to save other land-owners of this country millions of dollars, anything in the way of legislation looking to the relief of the farming class is to be encouraged. We may hear arguments to the contrary from capitalists of this country and taxpayers in our large cities, but in our rural communities there should be no division of opinion along this line. For serious results may be looked for if a sudden slump comes in the price of farming lands, and that slump would undoubtedly be felt in every section of the country.

THE GOODS TO PUSH

Every man who keeps a store nowadays is advertised, whether he advertises himself or not. Consequently every storekeeper must be interested in advertising. The makers of scores of the things sold right here advertise them for the home merchants—not over their names it is true, but they advertise and the public, knowing that advertised articles always are sold in good stores, naturally go into good stores when seeking a brand and advertised product.

These manufacturers who advertise put up good products, too. If they didn't, the advertising would fail. This product, usually the best of its kind to be had, is advertised to stimulate the dealer's own individual trade. A demand is created by the maker and the goods are partly sold from the moment the dealer has placed his order. You go to a store for soap, and you ask for a brand you've seen advertised. It is the same way with hundreds of other things—you know them through advertising, and you know that unless they were good the advertising would have stopped long ago.

Advertising makes selling easy. The merchant knows this, and he knows that he doesn't have to "talk up" advertised products, and he doesn't lose time explaining their merits to the customer. All he has to do is take the order for an advertised article, wrap up the goods and put the money in the cash drawer.

That being the case, there should not be a merchant in all this land so headstrong as to argue that advertising doesn't pay. For he is arguing against the makers of the very goods he has upon his shelves.

SNAP SHOTS

We have also learned that the most annoying thing about a stand-patter is his patter.

The only man who hasn't time to enjoy a feeling of importance is the one who is really important.

Since coal has gone so high maybe Cupid is whispering into the ears of lovers that two can keep warm as easily as one.

In the matter of wages and prices we would do well to remember that we all went up together and we'll all have to tumble together.

The man who is always hunting something for nothing usually has less than anybody else and more for it.

Science is a great thing, but it has never yet explained why the rooster does the crowing while it's the hen that lays the egg.

We've always felt that the most sensible girls are the ones who don't believe they've become famous as movie stars.

There comes a day into the life of every girl when she learns to distinguish the difference between a dimple and a wrinkle.

The nations are going to agree not to use poison gas. So there won't be any danger from that source—until the next war.

Uncle Sam's probe has revealed the price of coal at the mine, but he hasn't yet found out the price of an all-wool suit at the cotton field.

REAL ESTATE INQUIRIES ARE LOOKING UP

The various real estate dealers in the Lomita district report considerable activity in the Lomita district with much encouragement as to the securing of several new citizens for this community.

LET'S BE PATIENT

When you go to a circus, a theater or any place where a crowd is striving to gain admission, you take your place in line and patiently wait until you get up to the main entrance. You don't fret about the time that is being consumed, and you keep your temper and finish up in a good humor.

And yet, unless you are far different from the average citizen, if you start to call someone by telephone and don't get the number within a second or two you're angry and want to give the telephone operator "a piece of your mind." Haven't you noticed it? And haven't you noticed that the very people who can stand inconvenience in most any other form, can't hold their temper when they're trying to get someone by phone? Certainly you have, and we dare say you've been guilty of the same offense.

Maybe it's just a trait of human nature—but at that it's a bad one. For the telephone operator would much sooner give you your number quickly and take chances of getting a moment's rest than she would in holding you on the line and having to listen to sharp words or abuse. We've started in on a new year now, and it's a good long while to the end of it. Why wouldn't it be a good idea to resolve, even at this late date, to try and be just as patient with the telephone operators during the balance of the year as we are when we are in line at a circus or a movie show?

One thing about Christmas nowadays is the style has fixed the skirts so a fellow no longer has to guess how much it will take to fill his girl's stocking.

When a man runs across a few of the old love letters he wrote before he got her he can easily understand as he reads them why some people believe man sprang from monkeys.

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